

In Service to Our Members

Annual Highlights 2018

Advocacy

Creating a statutory, regulatory and legal environment where public schools can thrive.



1,723 emails to legislators generated through **15** ASBA action alerts throughout the **15** weeks of the legislative session.

280 bills tracked through the legislative process

14 live updates via Facebook Live (and posted to YouTube)

5,200 individuals received **91 legislative update emails** over the course of the year

Legislative advocacy by ASBA was instrumental in ensuring Prop. 305 was referred to the ballot, where it resulted in a 2:1 victory against vouchers in November 2018. Securing \$373 million in additional new investment in education and ensuring local boards flexibility in allocating it was another major win.

Communications

Influencing the discussion of public education and local decision-making in Arizona.

1,981 webpage views

in five days of materials ASBA developed to assist districts with the April 2018 teacher work stoppage.



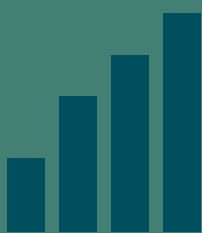
74 videos produced to inform and engage members on topics from public policy issues to the people, programs and practices that improve outcomes in Arizona public schools to ASBA events.

63 original articles on public education issues in Arizona reported on AZEdNews.com.

Research

Defining the issues with data.

\$216 million more in teacher compensation shown.



Our analysis refuted criticism leveled in January 2018 by some politicians against school boards, proving 90 percent of Prop. 123 funds – or \$216 million – were used for teacher salaries the prior year.

Research staff also provided districts tactical information on the impact of the FY19 budget just days after negotiations on teacher salaries and District Additional Assistance concluded.

A Special Education Cost study was also released, which illustrated to policymakers the significant gap between costs and funding.

Leading for Equity

52 weeks per year that ASBA prioritizes leadership for equity in education. Equity continues to be integrated in all aspects of the association's work, from breakout sessions and keynote speakers at all major events to legislative priorities, advocacy and research.



ASBA's communications team shot 5,000 photos in district schools across the state to ensure all images used by the association on all platforms are representative of our students.

A new Equity Committee of the Board of Directors was established to act as a resource to the board and staff.

In addition, ASBA continues to lead nationally in this work, presenting at the NSBA Equity Symposium, the annual meetings of state school boards association leadership development and communications staff, and the National School Public Relations Association, and to statewide audiences in Michigan and Oregon.

Professional Development



Building the knowledge base and leadership and governance skills of board members.

• Conferences & Events

200 hours of learning content produced and presented at **27 events** with combined registration of more than 3,230.

• Webinars

3,100+ registrants for the 19 webinars ASBA presented

• New Board Member Development

200 incoming board members already have received training from ASBA to begin their journey.

• Academy of Board Development Awards

221 training awards presented to individual board members, and 12 to presented to full boards.

Essential Foundations



Providing the services for a solid base upon which boards can build.

Superintendent Search Service

592 hours of on-site support



and 600+ hours of off-site support provided to 13 governing boards engaged in superintendent searches. Team Transitions dialogues, led by ASBA staff, round out the search process.

\$140,000 differential between the highest and lowest superintendent salary reported on ASBA's refined and reorganized superintendent salary survey.

Policy Services

44 policy advisories



prepared and distributed to school district subscribers to help them remain in compliance with state and federal law. Thirty-three policy advisories were prepared for charter school subscribers.

17 districts engaged in complete policy reviews.

3X more districts using ASBA's Employee Handbook service.

Staff

21 dedicated, mission-driven employees



led by Executive Director Dr. Timothy Ogle, working daily to cultivate excellence in locally-governed school districts and carry out the strategic goals of the ASBA Board of Directors.

Board Support

Working with full boards to achieve effectiveness and peak performance.

65% more custom trainings and facilitations provided to local boards.

6X more governing boards completed ASBA's new Online Board Self-Evaluation.

